

ABSTRACT OF THE DISCLOSURE

5 The present invention is directed to a paper product that is printed with a masking pattern. The masking pattern is such that it is not discernible on the paper product, yet is heavy enough to obscure objects which may appear behind the product to the eye of the consumer. In this manner, the consumer perceives the paper product to have a greater opacity than the product actually has, and thereby the consumer is not misled to assume the absorbency and/or strength of the paper product is less than is actually the case.